

REMARKS

Reconsideration and allowance are respectfully requested in view of the following remarks.

By this amendment, various claims are amended. No new matter has been added. Accordingly, claims 2-15 and 18-21 are pending in the present application.

Interview and the Response to Claim Rejections Under 35 U.S.C. § 103

Claims 2-15 and 18-21 are rejected under 35 U.S.C. §103(a) as allegedly being unpatentable over Barg et al. (U.S. Patent Application Publication No. 2002/0070953, hereinafter "Barg") and further in view of Targit (TARGIT - Products and Services, hereinafter "Targit").

Examiner Hillery is thanked for the courteous interview conducted with Applicant's representative on September 7, 2011. The substance of that interview is set forth in the following remarks.

During the interview, Applicant's representative explained that exemplary embodiments of the present application provide binding a first graphical element to a first data item specified by metadata, and when a user action is directed to the graphical element, a determination is made of an association that specifies a set of data and the related presentation properties. A second set of data is then displayed in accordance with these presentation properties. Applicant's representative stated that the Office Action does not establish that the Barg and Targit documents disclose Applicant's claimed subject matter.

The Examiner expressed his concern that the recitation "a user's action directed to the graphical element" is broad, and suggested amending the recitation to more specifically describe what the user's action directed to the graphical element is.

To expedite prosecution of the application, independent claim 21 has been amended, for clarification, to recite a computer-implemented method of preparing a presentation requested from a data report; the method comprising the steps of:

displaying a first data report which contains at least one graphical element bound to a first data item specified by metadata comprising a dimension or a dimension value and a measure...

in response to a user's action of selecting the graphical element, determining the metadata of the first data item bound to the graphical element and at least one association of the dimension and measure of the determined metadata and/or an addition of a dimension or measure to an identified one or more of the measure or dimension, wherein the association of the first data item dimension and measure specifies a set of data;

searching for a stored association like the determined association, the stored association being related to presentation properties ...and

displaying a second data report applying the presentation properties to second data items specified by the stored association.

According to claim 21, a first graphical element is bound to a first data item specified by metadata. When a user selects the graphical element, e.g. clicks on it, a determination is made of an association that specifies a set of data. Then, a stored association is searched for which relates to presentation properties. A second set of data is then displayed in accordance with these presentation properties.

Applicants' exemplary embodiments enable a business intelligence tool to automatically create an analysis of any data, without the user having to manually create it. According to known techniques, a user needs to manually designate the data to be analyzed, and the manner in which it was to be presented, or reported.

As explained below, according to Applicants' exemplary embodiments, the reporting and analysis environment are directly interlinked. By simply selecting a graphic element in a report by a user, an analysis of the data represented by that element is automatically generated and presented to the user in a desired format.

Figs. 3 and 4 of the present application illustrate examples of a first data report and a second data report presenting the same set of data from a database. Referring to Fig. 3, the graphical elements are organized in a table. The table header designates that a dimension value 'Year' is '2004'. The column 305 of the table is bound to a data item which provides a measure denoted 'Sales'. The column 306 of the table is bound to a data item which provides a measure denoted 'Revenue'. The column 303 is bound to data items which provide the value of the row headers. The values given in the column 303 are: 'PG 1', 'PG 2', 'PG 3'and 'PG 4', which stand for 'Product Group 1', 'Product Group 2' etc.

Referring to Fig. 4 of the present application, a graphical element 308 designates that the dimension value 'Year', is '2004'. The values of 'Revenue' and 'Sales' for 'PG 1', 'PG 2', 'PG 3'and 'PG 4'are represented in the bars. For example, the hatched bar 402 represents the values of 'Sale' for 'PG 1 during 2004.

According to Applicants' exemplary embodiments, the preferred presentation properties are retrieved in response to a user's action of selecting a given graphical element. Based on the identified data items associated with the selected graphical element, the related preferred presentation properties can be looked up, for example, in a table stored in a memory. As such, Applicants' exemplary embodiments provide an intuitive interface to the user to automatically present a set

of data in an accepted format without the user having to manually specify that format.

The Office Action relies upon the Targit document as allegedly disclosing the claimed step including the steps of "displaying a first data report", "in response to a user's action directed to the graphical element, determining the metadata", "searching for a stored association", and "displaying a second data report." See the Office Action: the paragraph bridging pages 2 and 3.

The Targit document discloses an analysis tool. The figure in page 4 of the document illustrates a data report in which multiple objects are displayed. However, the Targit document does not disclose that the reporting and analysis environment are directly interlinked. The Targit document is silent on "in response to a user's action of selecting the graphical element, determining the metadata of the first data item bound to the graphical element and at least one association of the dimension and measure of the determined metadata and/or an addition of a dimension or measure to an identified one or more of the measure or dimension," as recited in claim 21. Furthermore, the Targit document is silent on "searching for a stored association like the determined association, the stored association being related to presentation properties ...and displaying a second data report applying the presentation properties to second data items specified by the stored association," as recited in claim 21.

In view of the foregoing, claim 21 is patentable. Claim 15 is patentable for reasons similar to those of claim 15. The remaining pending claims are patentable at least because of their respective dependencies.

C O N C L U S I O N

From the foregoing, further and favorable action in the form of a Notice of Allowance is respectfully requested and such action is earnestly solicited.

In the event that there are any questions concerning this amendment, or the application in general, the Examiner is respectfully requested to telephone the undersigned so that prosecution of present application may be expedited.

Respectfully submitted,

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